

Connecting the TANF Population with Business Needs: Strategies That Work

Presenters:

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History of Workforce Essentials

- Organized in 1992
- 501 (c) (3) Non-profit
- Private Industry Council
- DHS Partner-AFDC since early 1990s
- Business Services Division
- Vision-To provide customers with innovative workforce solutions which promote economic growth.
- Mission-To maximize human resource capital by using solid business principles, professional staff, effective partnerships and a commitment to continuous improvement and customer satisfaction.

Local Area Alignment

WIA

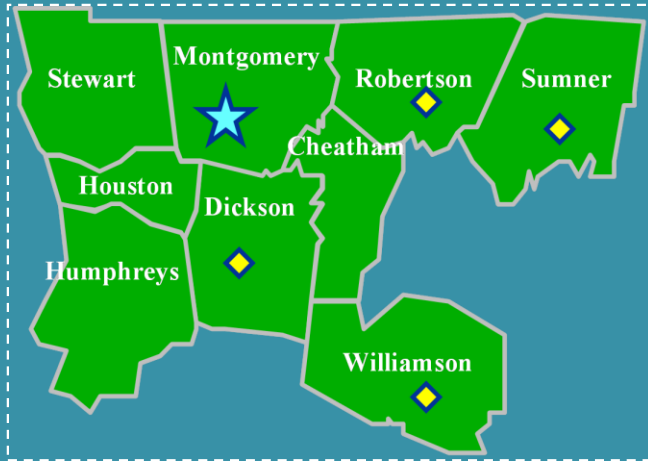
13 Local Workforce Areas
4 Non-Profits
2 Local Governments
2 Community Colleges
1 Development District
3 Human Resource Agency
1 Community Action Agency

TANF

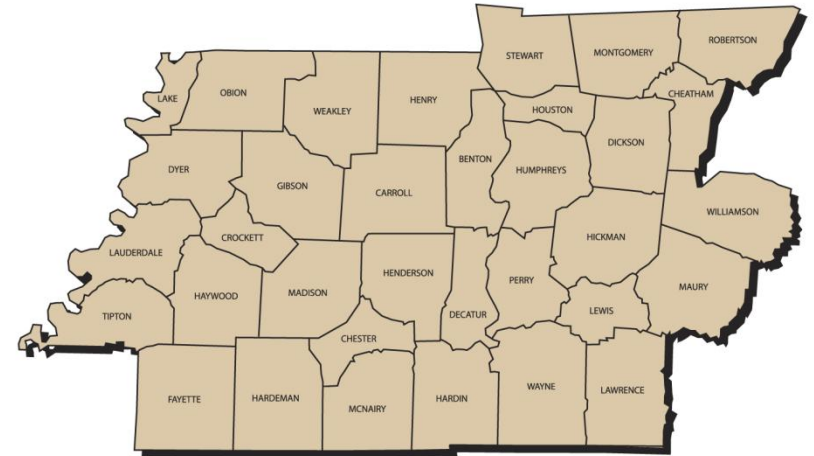
5 Contractors
1 University
2 Non-Profits
2 Private-For Profit



WIA

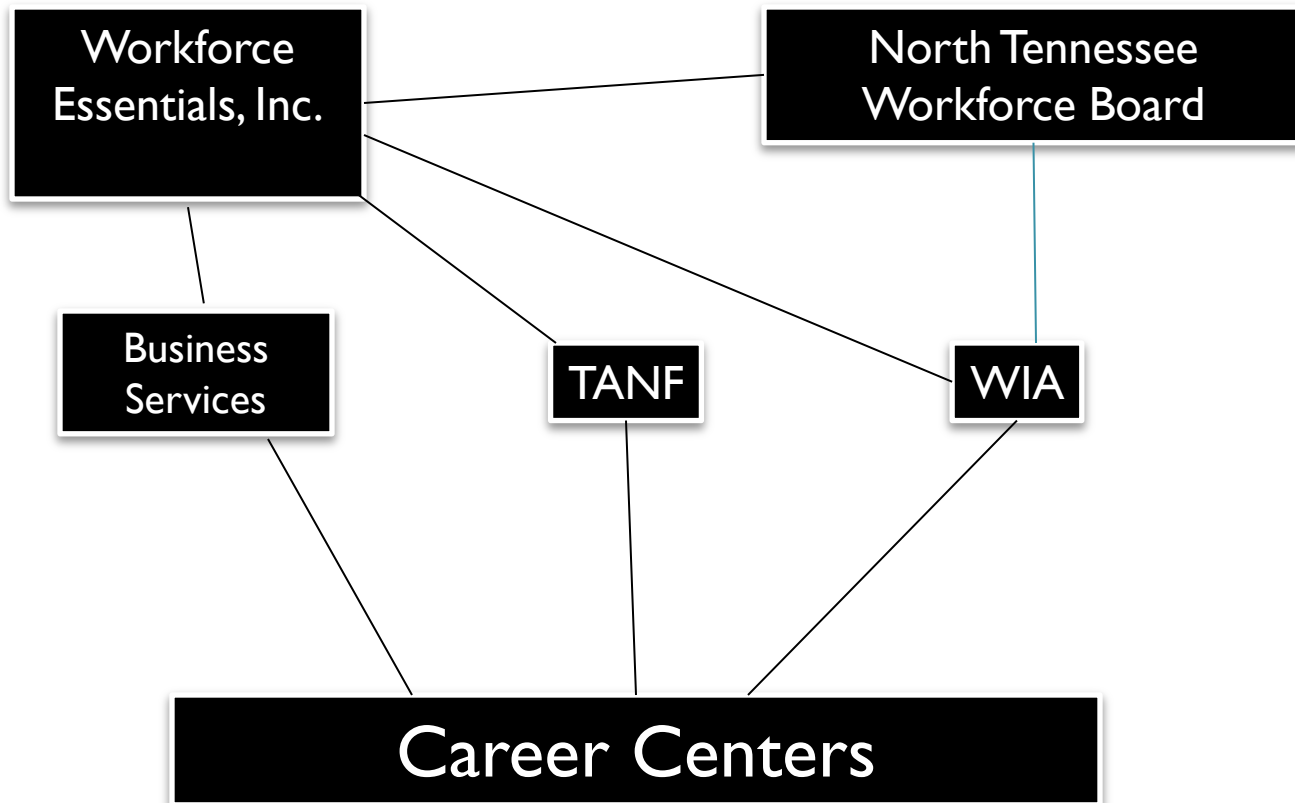


TANF



Geographic Location

Corporate Structure



WIA

- Number of Staff 21
- Total Case Load 1,240
- Cases Per Person: 59

TANF

- Number of Staff 66.5
- Total Case Load 4,290
- Cases Per Person: 65



Staffing Levels

WIA

- Formula Funds
- County Mayors named Workforce Essentials administrative entity for Workforce Investment Act
- Funds flow through formula based upon economic factors and demographics
- Cost Reimbursement Contract

TANF

- Block Grant to DHS
- DHS Procures Services
- Prior to 2007
 - Bid on Cost Reimbursement Contract with Placement Incentives to workforce areas
 - Tennessee operated on TANF Wavier
- 2007-2012
 - Federal Wavier expired
 - DHS restructured program and delivery design
- 2012 – Present Contract extensions w/o incentives



Contracting Process

WIA

- Provide Services to:
Customers
 - Adults
 - Youth
 - Dislocated Workers
 - Employers

TANF

- Provide Services to:
Customers
 - TANF Recipients
 - TANF Children
 - Employers



Contract Requirements

WIA

- Certification and verification required by Career Center Staff
 - Must document and validate eligibility factors
- Services Limited to two years or less

TANF

- DHS refers to Contractor
 - Eligibility already verified
 - Sentenced to Contractor
 - 60 Month life-time limit



Eligibility

WIA

- Job Readiness

- Resume
- Job Search skills
- Assessment
- Career Counseling

- Training

- GED
- Skilled Trades
- Occupational Training

TANF

- Core-Minimum 20 Hours

- Employment
- Work Experience
- Community Service
- Job Search Readiness
- Vocational Education

- Non-Core Maximum 10 hours

- Job Skills Training
- Education Related to Training
- Adult Education



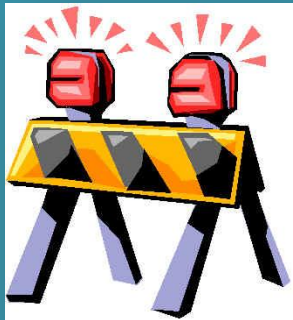
Delivery of Services

WIA

- Unemployed
- Financial limitations
- Unskilled

TANF

- Basic skills deficient
- Transportation
 - Rural areas
 - Reimbursement
 - Van Service
- Lack of Childcare
- Professionalism
- Work Ethics



Barriers to Success

WIA

- No repercussion on WIA customer
- Career center staff required to meet performance standards-
- Annual performance evaluation based upon achievement of goals

TANF

- TANF Customer subject to lose benefits for non-compliance
- Staff earn incentives for placement and retention of customers.
- Staff face monetary penalty for not meeting Work Participation Rate



Performance Impact

Partnerships = Performance

Fiscal Year 2011 – 2012

Average WPR – 69.43%

Individuals put to work at 30 or more hours – 1,033

Individuals put to work at a wage great enough to close the TANF case – 1,609

61% of the TANF caseload is now employed!



What does it all mean?

We make it work for us, Now make it work for you! ...

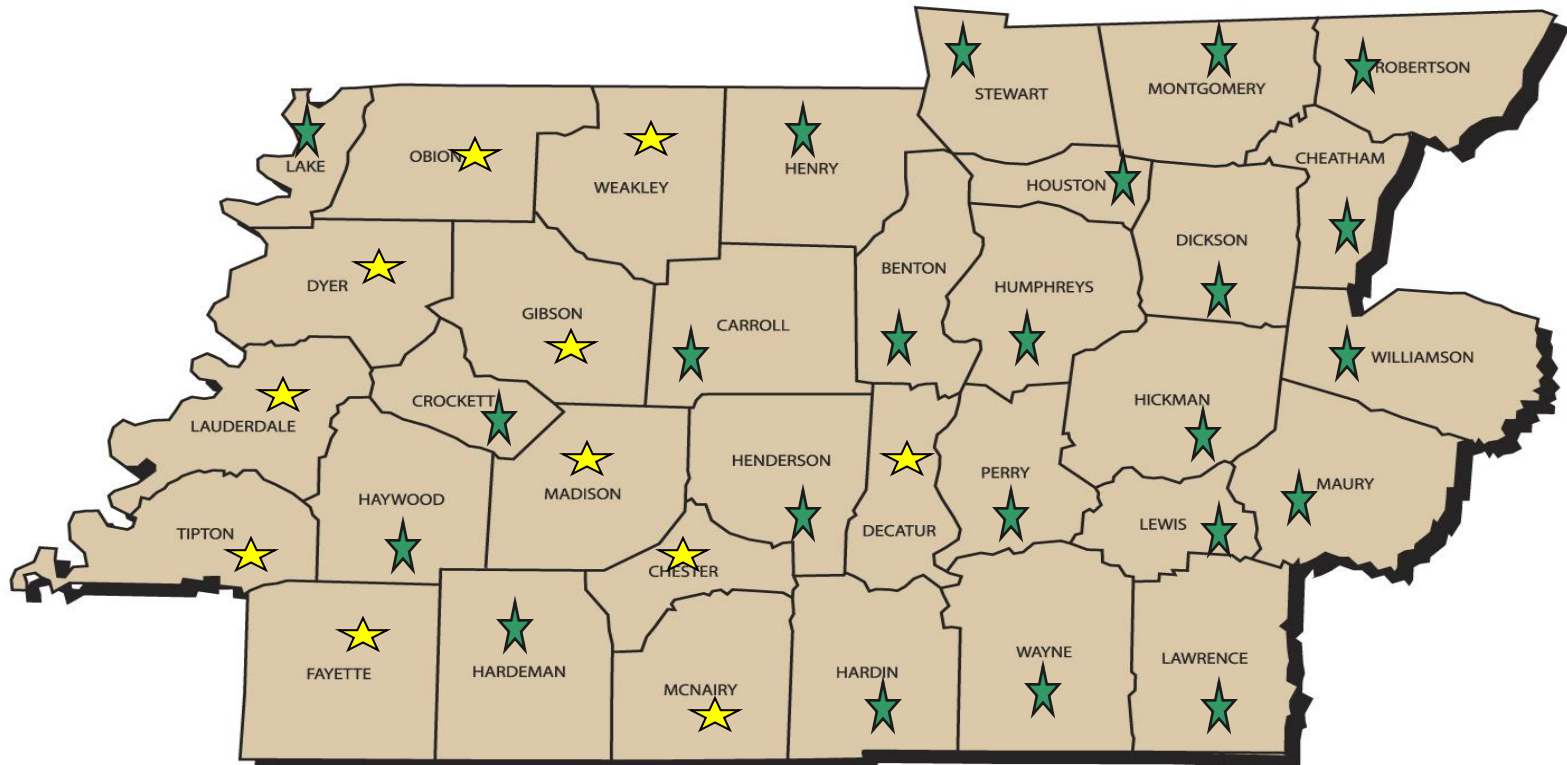
- Strong Employer and Community Connections
- Co-located in 23 Career Centers
- Career Centers/WIA assist TANF Customers
 - Workshops
 - Assessments
 - Resource Rooms
 - Career Readiness Certificates (CRC)
 - Co-Enrollments
 - ITA Training Reimbursement
 - Travel
 - Co Development of Job Orders and Placements



Workforce Essentials, Service Area

Green Stars - 23 WIA-TANF Co located in LWIA's 8,10,11 & 12

Gold Stars - 11 WEI TANF Offices – Stand Alone



***TANF Contributed over \$250,000 toward
Career Center Overhead in 2010-2011!***

Free Benefits for Employee



- Prescreen & Assess Potential Employees
- Utilize potential employees through their experience
- Community Service volunteers
- Tax Breaks for hiring Eligible workers
- Access to Career Advisors & Human Resources Specialists

Montgomery County

Population 180,404
TANF Caseload 835
155 Employer Connections
27 Community
Connections

Houston County

Population 8,603
TANF Caseload 20
34 Employer Connections
5 Community Service
connections



Size does NOT matter!

What Makes the Strategies Work?

People like our Business Partner Tara Quirion and others like her!

A “Go To” Business professional

Native of the Clarksville Montgomery County location of our largest TANF population

Realtor

Former Job Developer and Career Advisor for Workforce Essentials TANF participants

Former HR Recruiting Manager for a Global Leader in Customer Management



Employer Partnerships

Let's get creative!!

- Provide Chamber of Commerce Memberships to all Career Advisors
- Sponsor Community Job Fairs
- Local and Regional Job Development

This is just the beginning!
There's a lot of work to get done!

Challenges = Possibilities

- Work performance
 - Work History
 - Behavior issues
 - Understanding job duties
 - Listening skills
 - Honesty
 - Communication
 - Interpersonal skills
 - Computer skills
 - Background issues
 - Education
 - This list could go on and on...
- No matter what the barrier is, there is always that certain job that will click with that certain person.
 - It is our job as Career Advisors and stewards of the TANF program to make sure we figure out how that individual thinks, works, and processes information.
 - Once we do that, we can start assisting them with setting goals and realizing their full potential.

The True Community Connection

- Resolving employer concerns about hiring people with employment barriers.
- Provocative questions for carrying out an in-depth employer assessment.
- Developing effective partnerships with employers
- Creating new work opportunities through the employment proposal.



Bring the employer to the YOU



Employer Guest Speakers

Employers from our counties come to US to conduct a workshop with TANF clients and the TN Department of Labor and Development

Bring our Participants TO our employers

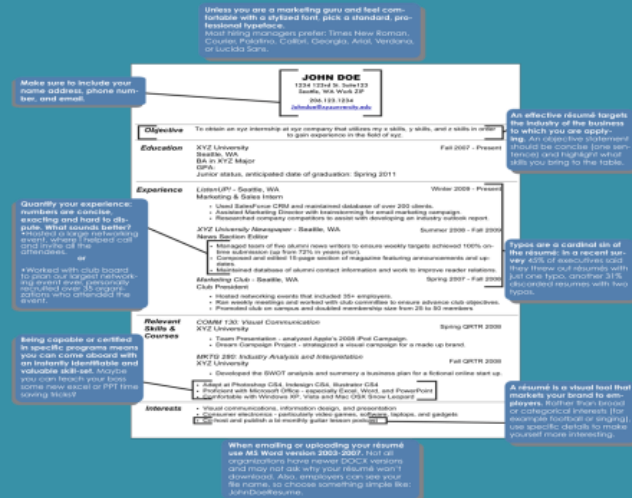


Take your TANF participants to the employers

Once a relationship is established you would be surprised how many are willing to conduct a onsite tour of their company!

Workshops to build a future

- Accomplishment
- Acknowledgement
- Pride



Resume writing
Interviewing
Creative answers
Proper attire
Communication



How to budget
How to save
Home ownership
Education programs to assist in financing options

A Proven Partnership for Success

Questions

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